



2024 Sponsorship Packet

At MEVO, we are inspiring community-based environmental action through grassroots, volunteer-driven efforts. In 2023, we grew more vegetables than ever, supported our largest staff to date, hired the most summer interns since before the pandemic, donated hundreds of pounds of produce through Table to Table, built, maintained, and repair trails in parks like the Ramapo Reservation, and welcomed in over hundreds of community members to our programs and educational events.

As we enter into our 15th year, 2024 will build upon the successes of 2023 and welcome new initiatives while continuing to strengthen those currently in operation. We are holding our second annual plant sale and aim to donate 25% of the seedlings we grow to groups and organizations looking to start gardening programs. In addition, we are striving to hire our first official educator and will be offering new educational programs and workshops centered around eco-friendly gardening, composting, pollinator health, and more!

We believe in inspiring people to take action for a better future, and with your help, we can create that vision together.

Thank you,

A handwritten signature in black ink that reads "Violet Reed".

Violet Reed

Executive Director

E-mail: violet@mevo.org

Cell: 201-316-4888

ANNUAL SPONSORSHIP OPTIONS

Annual sponsorships may begin any month of the year and run for 12 months.

SPONSOR BENEFIT	Foundation Builder \$15,000	Earth Advocate \$10,000	Crop Harvester \$5,000	Seed Cultivator \$3,000
Fresh Roots Farming Program OR Spring Seedling Donation				
Farm Signage, Social Media, Press and Website Acknowledgement	Top Placement and Press Release	Premium Placement	Included	Included
Team Building Opportunities	Two volunteer team building events at the farm	Two volunteer team building events at the farm	One volunteer team building event at the farm	One volunteer team building event at the farm
Beekeeping or Farming Workshop	Beekeeping, Farming, or Wild Plats workshop for employees and friends. OR Guided Team Hike	N/A	N/A	N/A
Farm Feast	4 tickets and Inclusion on marketing and promotional materials for the event	2 tickets and inclusion on marketing and promotional materials for the event	2 tickets	N/A
Volunteer and Internship Programs				
PR, Media, and Website Acknowledgement	Top Placement and Press Release	Premium Placement	Included	Included
Team Building Opportunities	Two volunteer team building events at the farm	Two volunteer team building events at the farm	One volunteer team building event at the farm	One volunteer team building event at the farm
Beekeeping or Farming Workshop	Beekeeping, Farming, or Wild Plant workshop for employees and friends. OR Guided Team Hike	N/A	N/A	N/A
Farm Feast	4 tickets and inclusion on marketing and promotional materials for the event	2 tickets and inclusion on marketing and promotional materials for the event	2 Farm Feast Tickets	N/A
SPONSOR BENEFIT	Core Sponsor \$7,000	Partner \$3,500	Foodie \$1,500	Supporter \$500
Farm Feast				
Signage, Social Media, and night of acknowledgement	Prominent signage at event, promoted as premium sponsor for event on social media, acknowledgement the night of	Signage at event, promoted as premium sponsor for event on social media,	Logo placement on marketing materials and acknowledgement the night of	Logo placement on marketing materials

		acknowledgement the night of		
Team Building Opportunities	One volunteer team building event at the farm	One volunteer team building event at the farm	N/A	N/A
Farm Feast	2 Tickets	2 Tickets	N/A	N/A

MEVO Marketing/Promotional Channels & Reach

Channel	Vehicle	Audience	Frequency or Duration
Social Media	Over 2000 followers on Instagram Over 3100 likes on Facebook	Community members from Bergen County, upper New York State, and the surrounding areas	4-5 posts per week with high interaction
Events	Over 60 volunteer events per year Over 25 educational events per year	Community members from Bergen County, upper New York State, and the surrounding areas	1-3 events per week, season depending
Farm Feast	A large community Farm to Table Fundraiser every fall	130 community members from Bergen County, upper New York State, and the surrounding areas	Once per year

ANNUAL SPONSORSHIP SELECTION

Payment questions? Contact Violet Reed at 201-316-4888 or violet@mevo.org.

1. CONTACT INFORMATION

Name _____ Title _____

Company _____

Address _____

Email _____ Preferred Phone _____

2. SPONSORSHIP LEVEL (Select one)

Fresh Roots Farming Program/ Volunteers and Internship Programs

__ \$15,000 Foundation Builder

__ \$10,000 Earth Advocate

__ \$5,000 Crop Harvester

__ \$3,000 Seed Saver

Farm Feast

__ \$7,500 Core Sponsor

__ \$3,500 Partner

__ \$5,000 Foodie

__ \$3,000 Supporter

3. ADDITIONAL EVENT TICKETS

Farm Feast, August 21st, 2021 _____ Tickets x \$140 = \$ _____

4. \$ _____ Sponsorship + \$ _____ Additional Event Tickets = **TOTAL \$**

Levels Context:

- **Fresh Roots Farming Program:** Sponsorship for the Fresh Roots Farming Program this year will support the building out of infrastructure like our wash station, which will allow us to quickly and efficiently wash and process our harvest, purchase new farm tools that will make our work more efficient, and give us the freedom to trial new regenerative farming and beekeeping practices. This year, support for this program will also support our spring seedling donation efforts. We are striving to donate 25% of the seedling from our 2nd annual sale to groups and organizations looking to start gardening programs.
- **Volunteer and Internship Programs:** Sponsorships that support our Volunteer and Internship Programs will help us create more enriching experiences for community members who come through our program. All of our open volunteer days require staffing and a multitude of tools and supplies to provide the best experiences to our volunteers. Our seasonal internship programs work with college-age interns interested in grassroots environmental work. We believe these interns should be paid and are working hard to provide funding for them for the first time ever, this year.
- **Farm Feast:** Sponsorship of our annual Farm Feast, a farm-to-table gala event, will help us offset the cost of rentals, such as tableware, a band, kitchen staff costs, and any décor and printing needs.